

Online Marketing Training in the Digital Era to Increase Income for Residents of Kebayoran Lama District

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ABSTRACT

Through practical digital marketing training, this community service program aimed to empower residents of Jalan Pulo Kemuning, RT 003 RW 015, South Jakarta. Many participants, including micro-entrepreneurs and homemakers, previously relied on traditional promotion methods and lacked exposure to digital tools. The program introduced them to essential platforms such as Instagram, WhatsApp Business, and Shopee, while also enhancing skills in content creation and online branding. Implemented using a participatory approach, the training involved hands-on practice, mentoring, and post-training support. The results showed increased digital literacy, improved self-confidence, and early signs of expanded market reach and sales growth among participants. While infrastructure limitations and time constraints were noted, the program's overall impact was positive and promising. This initiative reflects the role of higher education institutions in bridging digital gaps and supporting inclusive economic development through community engagement and applied knowledge transfer.

Keywords: Community Empowerment, Digital Marketing, SME, Online Promotion, Digital Literacy.

I. Introduction

The emergence of digital technology has significantly reshaped how people communicate, conduct business, and promote their products or services. Chaffey and Ellis-Chadwick (2019) highlight that the digital era brings new opportunities to reach broader markets without physical expansion, particularly for micro and small enterprises. However, these opportunities remain out of reach for many communities that still lack adequate digital literacy and access to basic training in online marketing. This condition is evident among the residents of Jalan Pulo Kemuning, RT 003 RW 015, in Grogol Utara Subdistrict, South Jakarta. Based on early field observations and direct engagement with the local community, many residents, primarily home-based entrepreneurs, possess strong potential to develop small-scale businesses. Unfortunately, their dependence on conventional marketing methods, such as distributing flyers or relying solely on word-of-mouth, limits the visibility and growth of their products in the digital marketplace.

The lack of familiarity with digital platforms further compounds the challenge. According to Handayani, Azzahro, and Hidayanto (2020), barriers to digital adoption among SME in Indonesia include limited exposure to digital tools and a shortage of technical knowledge. In the case of this community, many residents are unaware of how to create business accounts on Instagram or Facebook, utilize WhatsApp Business effectively, or optimize product visibility on e-commerce platforms such as Shopee and Tokopedia. Moreover, content creation remains a significant hurdle. While digital marketing relies heavily on attractive visuals and persuasive communication (Kotler & Keller, 2016), many participants in this area struggle with creating engaging product photos, writing captions that resonate with consumers, and using design tools like Canva. As a result, their efforts in promoting goods or services online often fall short of professional standards and consumer expectations. The lack of training and guidance also contributes to this gap. As Prasetyo and Lestari (2021) note, without structured support in digital marketing, local entrepreneurs tend to adopt trial-and-error approaches that are inefficient and sometimes discouraging. In our preliminary discussions with the community, it became clear that many had never joined a formal workshop on digital marketing, yet expressed strong interest and motivation to learn. This community service initiative was developed as a direct response to these needs. Through a hands-on training model, the program provided technical instruction on digital platforms and personalized assistance in applying strategies to real products. The aim was to increase the residents' confidence and capacity in online promotion, and to gradually transition them from traditional to digital marketing approaches.

Importantly, this initiative also embodies the university's commitment to the Tri Dharma of Higher Education, particularly the third pillar: community service. By involving lecturers and students from Universitas Dian Nusantara's Faculty of Business and Social Sciences, the program strengthened the bridge between academic knowledge and community empowerment, aligning theory with practical social contribution (Sugiyono, 2019). Ultimately, the training offered more than just knowledge transfer—it catalyzed local economic resilience. As emphasized in SDG Goal 8 (Decent Work and Economic Growth), sustainable community development depends on inclusive access to skills and innovation. With proper guidance and follow-up, digital marketing can become a powerful tool for the residents of Jalan Pulo Kemuning to expand their business reach and improve household incomes.

II. Literature Review

2.1. Digital Marketing in the MSME Context

Digital marketing has emerged as a strategic tool for micro, small, and medium enterprises (SME) to improve their market reach and competitiveness. Kotler and Keller (2016) define digital marketing as using digital technologies to reach consumers, build brand awareness, and drive sales through digital channels. In the context of SME, online marketing reduces barriers to entry and enables low-cost promotional strategies through social media, e-commerce platforms, and messaging applications. Handayani, Azzahro, and Hidayanto (2020) emphasize that digital adoption among Indonesian SME remains uneven, with barriers including limited technical knowledge and digital infrastructure.

2.2. Community Empowerment through Digital Literacy

Community empowerment in the digital age requires access to technology and the development of digital literacy. According to Sugiyono (2019), empowerment is a participatory process aimed at enhancing individuals' capacity to improve their quality of life. Chaffey and Ellis-Chadwick (2019) argue that digital literacy enables local entrepreneurs to harness online tools effectively. For communities unfamiliar with digital tools, targeted training can be critical to unlock new economic opportunities. This includes understanding platform functions, user behavior, and content strategy tailored to the local context.

2.3. The Role of Social Media in Microbusiness Promotion

Small-scale entrepreneurs increasingly use social media platforms such as Instagram, Facebook, and WhatsApp Business for product promotion. Kartajaya, Kotler, and Setiawan (2021) in *Marketing 5.0* highlight the shift toward "technology for humanity," where marketing is personalized, data-driven, and interactive. Social media allows entrepreneurs to communicate directly with their target market, establish brand identity, and build customer loyalty. Kurniawati and Cahyono (2022) found that SME in Indonesia experienced an increase in customer engagement and sales performance after adopting consistent social media marketing practices.

2.4. Training and Capacity Building for Online Business

Training is a core component in building the capacity of local entrepreneurs, especially those new to the digital economy. Strauss and Frost (2014) suggest that digital marketing skills can be acquired through structured learning interventions combining theory and hands-on practice. Prasetyo and Lestari (2021) underscore the importance of including visual content creation, copywriting, and marketplace navigation in such training. Without guidance, many community members resort to guesswork in promoting their products, often leading to ineffective outreach and wasted resources. Therefore, participatory training programs are essential to improve digital readiness.

2.5. Content Creation and Visual Branding

One of the most challenging aspects of digital marketing for grassroots entrepreneurs is content creation. Kotler and Keller (2016) argue that content is a key driver of consumer engagement in digital platforms. High-quality visuals, persuasive messaging, and consistent branding help build trust and interest among potential buyers. However, many SME lack the skills or tools to produce compelling content. Tools like Canva offer user-friendly design templates, but still require a basic understanding of visual aesthetics and communication. Training in these areas empowers entrepreneurs to tell compelling stories about their products and connect emotionally with consumers.

III. Research Method

This community service program adopted a participatory action research approach that combined observation, practical training, and collaborative engagement to address the digital marketing skill gap among residents of Jalan Pulo Kemuning, RT 003 RW 015, in Grogol Utara Subdistrict, Kebayoran Lama, South Jakarta. The primary aim was to enhance participants' understanding and capability in utilizing online platforms such as social media and e-commerce for business promotion and income generation. The participants comprised 30 residents, mostly home-based entrepreneurs, women, particularly homemakers, and young individuals interested in entrepreneurship. Their selection was facilitated in coordination with neighborhood leaders and local community organizations to ensure inclusivity and relevance. The program was carried out in two phases: a preparatory phase and an implementation phase. During the preparatory phase, the research team conducted preliminary surveys and direct observation to identify the key obstacles local businesses face in adopting digital marketing tools. This stage also included planning meetings with the program facilitators, community representatives, and relevant stakeholders to finalize the training structure and develop instructional materials.

The implementation phase involved a series of structured training activities delivered in an interactive workshop format. The training covered essential topics such as the basics of digital marketing, how to set up business accounts on Instagram, Facebook, and WhatsApp Business, and the use of online marketplaces like Shopee and Tokopedia. Participants were also introduced to simple content creation using

Canva to design promotional materials. The learning process emphasized hands-on practice, supported by live demonstrations and personalized mentoring by lecturers and student assistants from Universitas Dian Nusantara. To evaluate the program's effectiveness, the team administered pre- and post-training assessments that measured changes in participants' knowledge and confidence in digital marketing practices. Facilitators also used observational tools to document participant engagement and learning outcomes throughout the training. In addition to quantitative data, qualitative feedback was collected through testimonials and open discussions, offering more profound insights into the perceived usefulness of the training and areas for future development. The analysis of data combined descriptive statistics for test results and thematic analysis for qualitative responses. The results helped capture both measurable improvements and personal experiences of the participants. To ensure that the impact of the training would be sustainable, the team established a dedicated WhatsApp group as a platform for continued support, peer interaction, and information sharing. Supplementary learning materials, including digital handouts and instructional videos, were distributed to reinforce the training content. Furthermore, collaboration with local leaders was encouraged to support the long-term formation of a digital MSME community that could continue to grow through shared learning and digital innovation.

IV. Results and Discussion

Implementing the community training on digital marketing yielded significant and encouraging results. Participants demonstrated a noticeable improvement in their understanding of digital platforms and their practical ability to use online tools to promote their products and services. Before the training, many participants expressed uncertainty and lack confidence when using digital media. Most had no experience managing social media business accounts or using online marketplaces. However, following the hands-on training and mentoring, participants reported increased confidence and a more precise grasp of digital marketing concepts and strategies.



Figure 1. Documentation of Activities

One of the most notable outcomes was the successful adoption of various digital platforms. Participants learned to create and manage business profiles on Instagram and WhatsApp Business, and many could upload product images, write promotional captions, and engage with customers online. Some participants also explored creating stores on local e-commerce platforms such as Shopee and Tokopedia. These developments reflect what Kotler and Keller (2016) emphasized as essential for modern marketing: visibility, interaction, and value delivery through digital means. The training also resulted in improved content creation capabilities. Participants were taught how to take appealing product photos using mobile phones,

write persuasive captions, and design simple promotional materials using Canva. These skills, though basic, had a transformative effect on how participants presented their products. This finding aligns with the work of Kartajaya, Kotler, and Setiawan (2021), who emphasized that effective digital marketing in the current era is about online presence and crafting content that engages and connects with customers. In the two weeks following the training, informal feedback and follow-up discussions revealed that several participants experienced increased customer engagement and product inquiries. Some reported higher sales volumes than previous weeks, indicating that the training had a real economic impact, albeit modest in the short term. These outcomes resonate with previous research by Kurniawati and Cahyono (2022), who observed similar positive impacts when SME adopted social media for product promotion. Beyond technical knowledge, the training also played an important role in boosting participants' confidence. Many women, particularly homemakers, shared that this was their first time engaging with digital tools for business purposes. The interactive and supportive learning environment helped reduce anxiety and encouraged experimentation. As highlighted by Sugiyono (2019), empowerment programs must focus not only on skill transfer but also on building the confidence and independence of learners to foster sustainable behavioral change.

Several challenges were also identified during the program. Some participants struggled with poor internet connectivity and limited access to compatible smartphones. Additionally, a few participants expressed the need for more time and follow-up sessions, as one-day training was considered too short to master all the tools. These limitations suggest that short-term interventions, while impactful, must be supported by long-term mentoring and institutional backing to sustain digital transformation in low-resource communities. The role of higher education in bridging this gap was particularly evident in this program. The training offered academic insights and peer-level support by deploying a team of lecturers and student assistants, contributing to its success. This is in line with the mandate of the Tri Dharma Perguruan Tinggi, which underscores the importance of universities engaging directly with communities to address real-world challenges through applied knowledge and collaborative action. In conclusion, the digital marketing training produced tangible results regarding knowledge gain, skill development, and early economic impact. It also highlighted the potential of community-based education in supporting digital inclusion and microenterprise growth. Future programs should consider scaling up this model with more advanced modules, longer durations, and stronger partnerships with local institutions to enhance sustainability and impact.

V. Conclusion

This community service program has proven effective in equipping residents with essential digital marketing skills to support microenterprise development. Participants, who were previously unfamiliar with online tools, showed significant improvement in using platforms such as Instagram, WhatsApp Business, and Shopee. The training enhanced their technical knowledge and confidence to promote products and engage with a broader customer base. The program fostered a shift from traditional marketing methods toward more dynamic, digital-based strategies. Participants learned how to create compelling content, manage business accounts, and apply simple branding techniques. As a result, several participants reported early customer reach and income improvements, indicating that the training had a real economic impact, even in the short term. Despite these successes, the program also highlighted challenges such as limited device access, unstable internet, and the need for extended mentoring. These findings suggest that future initiatives should include long-term support and closer collaboration with local institutions to sustain impact. Ultimately, this initiative reflects how higher education institutions can bridge academic knowledge with real community needs. Empowering local entrepreneurs with practical digital skills, the program contributes meaningfully to inclusive economic growth and grassroots innovation.

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